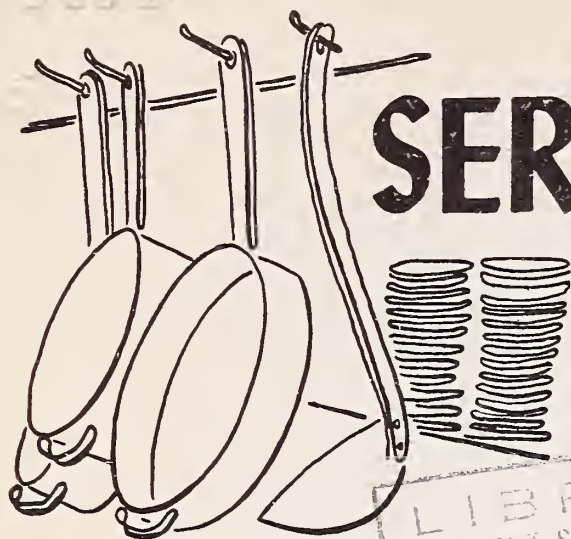


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

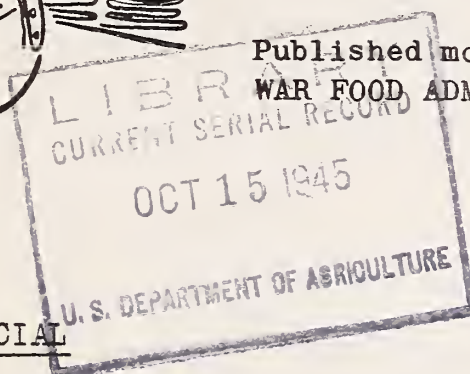


SERVING MANY

Food news for food managers in industrial plants, restaurants, hotels, and hospitals

Published monthly by
WAR FOOD ADMINISTRATION, Office of Distribution

December, 1944
Dallas, Texas



THE LUNCH SPECIAL

Millions of war workers know that a well-planned lunch special is the best food buy for their money.

Food operators should recognize the lunch special as the best means of serving nutritious food to the war worker, certainly the surest method of getting the worker his one-third daily food requirement recommended by the National Research Council.

The food operator has numerous other advantages to gain. The advantages to both food operator and worker are greatest when a majority of the plant's workers choose the lunch special.

ADVANTAGES TO THE FOOD OPERATOR

1. Worker satisfaction is greater when an appetizing meal is served at low cost and is a good way to foster good will.
2. Service is faster because the worker selects the menu as a whole instead of by individual items. The server can dish up food continuously without waiting for the customer's selection. The most rapid service can be obtained when one or more serving counters are used exclusively for the lunch special.
3. Man hours are used to better advantage when foods for a simple menu are prepared rather than numerous items for a selective menu.
4. Food waste is lessened because the number of workers selecting the lunch special can be anticipated and the correct amounts of food prepared.
5. Abundant foods may be used advantageously in considerable quantity. To use abundant foods wisely is a part of wartime food conservation.

ADVANTAGES TO THE WORKER

1. His planned meal may be obtained quickly without long standing in line thereby leaving time for leisurely eating and for relaxation.
2. The lunch special makes it easy for the worker to select a well-balanced nutritious meal.
3. He spends money wisely because he gets a maximum of good, nutritious food at minimum cost.
4. He takes out health insurance in the form of good eating habits.

PLANNING THE LUNCH SPECIAL

The lunch special is defeated at the outset if it is planned around leftovers. The food should be fresh, appetizing, colorful and satisfying, planned to meet the nutritional needs of the worker. The price should fit the worker's pocketbook.

SELLING THE LUNCH SPECIAL

Plants which have had greatest success with the lunch special have backed it with clever merchandising. To offer good food is not enough. Ways to sell the lunch to the worker should be devised.

At Thompson Aircraft Products Company in Cleveland, for instance, workers' eating habits have shown a positive change as a result of an aggressive program built around the lunch special for the 8 to 10 thousand employees.

The key to the success of the program is worker participation. Before the program began the worker's selection of food was poor as well as costly. Meal checks ran as high as 80 to 90 cents.

To correct this a Victory Vitamin Lunch is offered in addition to regular a la carte items. This lunch consists of a meat, two vegetables, a beverage, bread and butter and a dessert served for 45 cents.

At first this very good value was not popular with the workers, so to promote the lunch a table tent card was used daily. One side gave the menu for the following day and the other presented nutrition information, general news of interest or brief feature stories of plant personalities.

A menu contest was launched among the workers and the response, although slow at first, has steadily increased until now many workers participate weekly.

The winner of the week's best menu selection is ceremoniously entertained at luncheon at the plant with three guests of his choice and is awarded a cash prize of \$5. All persons whose menus receive honorable mention receive a free lunch and \$1.

Statistics show that when the program was launched only 23 percent of the trays were a good selection...50 percent were fair...and 27 percent were poor. Recent statistics reflect positive results: 52 percent of the trays are good...36 percent fair...and 12 percent are poor. Of all employees 92 percent think the food at the plant is good and 80 percent think the price is right.

MENUS FOR LUNCH SPECIALS

<p>Pot roast with gravy Oven-browned potatoes Buttered Swiss chard Raw carrot and turnip strips Enriched bread and butter or fortified margarine Cherry cobbler Milk</p>	<p>Meat balls with gravy Steamed potatoes with parsley butter Baked Hubbard squash Celery sticks, green pepper rings Whole-wheat bread with butter or fortified margarine Apricot upside-down cake Milk</p>
<p>Breaded veal cutlet Scalloped potatoes Buttered broccoli Pickled beets Whole-wheat rolls and butter or fortified margarine Ice cream Milk</p>	<p>Chicken pot pie with potatoes, carrots, green peas Molded cranberry and orange salad Enriched rolls with butter or fortified margarine Chocolate cream pudding Milk</p>
<p>Baked fish fillets French fried potatoes Buttered green beans Mexican slaw Cornbread with butter or fortified margarine Steamed fruit pudding Lemon sauce Milk</p>	<p>Country sausage with cream gravy Baked sweet potatoes Glazed onions Tossed green salad, French dressing Hot biscuits, grape marmalade Butter or fortified margarine Fresh fruit cup Ginger cookie Milk</p>